

IN THE CLAIMS

Please amend the claims as follows:

Claims 1-14 (Canceled).

Claim 15 (Currently Amended): A mobile device, comprising:

a receiver configured to receive programs and program-accompanying digital data, wherein the programs include at least one of audio data and video data, and the program-accompanying digital data includes geographical location parameters;

a position locating module configured to determine a current geographic position of the mobile device;

a filter module configured to filter location-specific information from the program-accompanying digital data based at least on the geographical location parameters and the current geographic position of the mobile device; ~~and~~

a communications module configured to transmit the location-specific information from the mobile device to a service center; and

a memory module configured to store a user profile, wherein the filter module is configured to receive the user profile and to filter the location-specific information from the program-accompanying digital data based on the user profile.

Claim 16 (Previously Presented): The mobile device according claim 15, wherein the position locating module includes a satellite-based positioning system or a terrestrial positioning system.

Claim 17 (Canceled).

Claim 18 (Previously Presented): The mobile device according to claim 15, further comprising:

a display configured to receive and display the location-specific information; and operating elements configured to allow selecting and editing of the location-specific information.

Claim 19 (Cancelled).

Claim 20 (Previously Presented): The mobile device according to claim 15, wherein, the location-specific information includes an URL address, and the communications module is further configured to activate a resource in the Internet based on the URL address.

Claim 21 (Previously Presented): The mobile device according to claim 15, further comprising:

a processing module configured to execute program data files included in the location-specific information.

Claim 22 (Currently Amended): A method for using a mobile device, comprising: receiving programs and program-accompanying digital data [[by]] at the mobile device; determining a current geographic position of said mobile device by the mobile device; filtering, by the mobile device, a location-specific information from the program-accompanying digital data based at least on geographical location parameters included in the

program-accompanying digital data and on the current geographic position of the mobile device; and

transmitting the location-specific information from the mobile device to a service center,

wherein said filtering includes filtering location-specific information from the program-accompanying data based on a user profile stored in said mobile device.

Claim 23 (Previously Presented): The method according to claim 22, wherein said determining includes using a satellite-based positioning system or a terrestrial positioning system.

Claim 24 (Canceled).

Claim 25 (Previously Presented): The method according to claim 22, further comprising:

displaying the location-specific information on the mobile device; and
selecting the location-specific information by using said mobile device.

Claim 26 (Cancelled).

Claim 27 (Previously Presented): The method according to claim 22, wherein the transmitting includes activating by the mobile device a resource in the Internet using a URL address included in the location-specific information.

Claim 28 (Previously Presented): The method according to claim 22, further comprising:

executing by the mobile device program data files included in the location-specific information.

Claim 29 (Currently Amended): The mobile device of Claim 15, wherein the filter module is configured to:

determine if a difference between the geographical location parameters and the current geographic position is within a predefined range, and

filter the location-specific information from the program-accompanying digital data when the difference between the geographical location parameters and the current geographic position is within the predefined range.

Claim 30 (Previously Presented): The mobile device of Claim 15, wherein the position locating module is configured to obtain position indications from a mobile network.

Claim 31 (Currently Amended): The method of Claim 22, further comprising:

determining if a difference between the geographical location parameters and the current geographic position is within a predefined range, and

filtering the location-specific information from the program-accompanying digital data when the difference between the geographical location parameters and the current geographic position is within the predefined range.

Claim 32 (Previously Presented): The method according to claim 22, wherein said determining includes obtaining current position indications from a mobile network.

Claim 33-37 (Cancelled).

Claim 38 (Previously Presented): The mobile device of Claim 15, wherein the programs include radio programs or television programs.

Claim 39 (Previously Presented): The method of Claim 22, wherein the programs include radio programs or television programs.

Claim 40 (Previously Presented): The mobile device of claim 17, wherein the memory module includes a removable chipcard.

Claim 41 (Previously Presented): The mobile device of claim 15, wherein the communications module is configured to transmit the data from the mobile device in accordance with a short message protocol.

Claim 42 (Previously Presented): The mobile device of claim 21, wherein the program data files include a Java applet.

Claim 43 (Previously Presented): The method of claim 22, further comprising:
inserting a data storage medium into the mobile device, the data storage medium including user information.

Claim 44 (Previously Presented): The method of claim 22, wherein the transmitting includes transmitting a request for at least one of a product, a service, or additional information associated with at least one of the programs.

Claim 45 (Previously Presented): The method of claim 28, wherein the executing includes executing at least one Java applet included in the executable program data files.

Claim 46 (Currently Amended): The mobile device of claim 66, wherein the processing module is further configured to:

transmit data from the mobile device based on the comparison between the geographical location parameters and the current geographic position.

Claim 47 (Previously Presented): The mobile device of claim 46, wherein the processing module is further configured to:

transmit data from the mobile device to request at least one of a product, a service, or additional information associated with at least one of the programs.

Claim 48 (Previously Presented): The mobile device of claim 17, wherein the memory module includes a removable data storage medium.

Claim 49 (Previously Presented): The mobile device of claim 64, wherein the portable housing is configured as one of a mobile telephone housing, a handheld computer housing, or a portable computer housing.

Claim 50 (Previously Presented): The mobile device of claim 15, further comprising: a card slot configured to receive a memory card.

Claim 51 (Previously Presented): The mobile device of claim 15, further comprising:
a headphone jack configured to output an audio portion of the programs.

Claim 52-55 (Cancelled).

Claim 56 (Previously Presented): The mobile device of claim 22, wherein the data is
transmitted in accordance with a short message protocol.

Claim 57 (Previously Presented): The method of claim 22, further comprising:
inserting into the mobile device a removable memory unit including a user profile;
wherein said filtering by the mobile device is further based on the user profile.

Claim 58 (Cancelled).

Claim 59 (Previously Presented): The method of claim 22, wherein the transmitting
includes transmitting a request for a product, a service, or additional information associated
with the program.

Claim 60-63 (Cancelled).

Claim 64 (Previously Presented): The mobile device of claim 15, further comprising:
a portable housing, including said receiver, said position locating module, said filter
module and said communication module.

Claim 65 (Previously Presented): The mobile device of claim 15, wherein

the location-specific information includes an identifier for at least one product, service and information request.

Claim 66 (Currently Amended): The mobile device of claim 15, further comprising:
a processing module configured to,
compare the geographical location parameters of the program-accompanying digital data to the current geographic position, and
selectively display the program-accompanying digital data based on a comparison between the geographical location parameters and the current geographic position.

Claim 67 (Previously Presented): The method of claim 22, wherein
the location-specific information includes an identifier for at least one product, service and information request.

Claim 68 (Currently Amended): The method of claim 22, further comprising:
comparing the geographical location parameters of the program-accompanying digital data to the current geographic position, and
selectively displaying the program-accompanying digital data based on a comparison between the geographical location parameters and the current geographic position.

Claim 69 (Previously Presented): The mobile device of claim 15, wherein the location-specific information includes at least one of product and service identification available in a location.

Claim 70 (Previously Presented): The method of claim 22, wherein the location-specific information includes at least one of product and service identification available in a location.

Claim 71 (New): A mobile device, comprising:

a receiver configured to receive programs and program-accompanying digital data, wherein the programs include at least one of audio data and video data, and the program-accompanying digital data includes geographical location parameters;

a position locating module configured to determine a current geographic position of the mobile device;

a filter module configured to filter location-specific information from the program-accompanying digital data based at least on the geographical location parameters and the current geographic position of the mobile device; and

a memory module configured to store a user profile, wherein the filter module is configured to receive the user profile and to filter the location-specific information from the program-accompanying digital data based on the user profile.

Claim 72 (New): A method for using a mobile device, comprising:

receiving programs and program-accompanying digital data at the mobile device, wherein the programs include at least one of audio data and video data, and the program-accompanying digital data includes geographical location parameters;

determining a current geographic position of said mobile device by the mobile device; and

filtering, by the mobile device, a location-specific information from the program-accompanying digital data based at least on the geographical location parameters included in

the program-accompanying digital data and on the current geographic position of the mobile device,

wherein said filtering includes filtering location-specific information from the program-accompanying data based on a user profile stored in said mobile device.